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# Branding and media guidelines for grantee partners



# Table of contents

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## 1

### Part 1 - Branding

|                          |   |
|--------------------------|---|
| Overview                 | 1 |
| Grant letter             | 1 |
| Name usage               | 1 |
| Language to describe Oak | 1 |
| Use of logo              | 2 |
| Acknowledging your grant | 2 |
| Discretionary grants     | 2 |

## 2

### Part 2 - Media

|                       |   |
|-----------------------|---|
| Our commitment to you | 3 |
| Photography and video | 3 |
| Website               | 3 |
| Social media          | 3 |



### Questions? / Get in touch

If you have questions about Oak's branding & media guidelines, please contact Oak's communications department at [commdept@oakfnd.org](mailto:commdept@oakfnd.org).

Whether you are a first-time grantee partner or a long-standing partner, we appreciate your hard work and commitment and look forward to supporting your efforts.

# Branding

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## Overview

**We do not require acknowledgement of our funding;** it is not obligatory for you to mention our funding. However, if you feel that mentioning our funding would enhance your programme or organisation, please follow the information outlined in this section.

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## Grant letter

Your grant letter includes basic details about communications guidelines. This text includes the following:

“Oak Foundation may include information on this grant in its periodic public reports. You are authorised to list this Oak Foundation grant in your financial statements and reports to regulators. Any mention of Oak Foundation beyond this acknowledgement requires prior written approval from the Communications Department ([commdept@oakfnd.org](mailto:commdept@oakfnd.org)). If your work with or provide funding to third-party organisations in connection with this grant, they should not reference Oak Foundation. Any exception requires prior written approval from Oak Foundation's Communications Department. Additionally, every use of Oak's logo must be approved in advance by the Communications Department. Recipients should also review the full branding guidelines available on Oak Foundation's website”.

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## Name usage

**Correct:** Oak Foundation or Oak

For the first reference, please refer to Oak as ‘Oak Foundation’. You may use ‘Oak’ or ‘the foundation’ on second reference.

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## Language to describe Oak

If you would like to include text to describe Oak Foundation, please use the following language. However, please note that we ask that you seek approval in writing in advance of using this text by contacting the Communications Department: ([commdept@oakfnd.org](mailto:commdept@oakfnd.org)).

“Through its grant-making, Oak Foundation contributes to a safer, fairer, and more sustainable world.”

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## Use of logo

All uses of Oak Foundation's logo must be approved by the Oak's communications department. Send your requests to [commdept@oakfnd.org](mailto:commdept@oakfnd.org).

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## Acknowledging your grant

You are authorised to list this Oak Foundation grant in your financial statements and reports to regulators. Any mention of Oak Foundation beyond this acknowledgement requires prior written approval from Oak's communications department ([commdept@oakfnd.org](mailto:commdept@oakfnd.org)). We ask you not to mention the names of Oak Foundation staff and Trustees in any publications, unless approved by your programme officer and Oak's communications department.

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## Discretionary grants

A discretionary grant is a donation initiated by one of Oak Foundation's Trustees, Advisors, or staff. A discretionary grant can be given as unrestricted core or general support funding, programmatic or project support, or for emergency response. We do not list or describe discretionary grants in our annual reports; we only provide the total amount of funding provided to organisations in discretionary grants. Organisations that receive discretionary grants should not list our contributions or use Oak Foundation's logo. Reach out to Oak's communications department ([commdept@oakfnd.org](mailto:commdept@oakfnd.org)) if you need to reference your discretionary grant.

# Media

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## Our commitment to you

Oak Foundation publishes approved grants and stories of our partners' work on our website, through social media, and in our annual reports. We are proud of the work of our partners, and we value transparency in our grant-making. Publishing our grant descriptions also allows the general public, other foundations, and organisations to understand the causes we support.

We will always ask permission to use logos, images, quotes, stories, or anything else in reference to your organisation before it is published. We will also ensure that material is properly credited to your organisation.

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## Photography and video

We have [photography and video guidelines](#), which can be found on our website. These guidelines follow the principles laid out in our [child safeguarding policy](#), which is also on our website.

These guidelines help us ensure that we never take or use images that can cause harm to adults and children. Please refer to these guidelines for more information.

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## Website

We post regular stories of our partners relevant to their partnership with Oak on our website ([www.oakfnd.org/stories](http://www.oakfnd.org/stories)). These stories include recent accomplishments, upcoming events, videos, and news on publications, among other things. Please feel free to contact Oak's communications department ([commdept@oakfnd.org](mailto:commdept@oakfnd.org)) if you would like us to feature your organisation on our website. We are always happy to receive draft articles or other content to share.

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## Social media

In addition to promoting our partners on our website, we can also support your organisation through our social media channels. Please feel free to contact Oak's communications department ([commdept@oakfnd.org](mailto:commdept@oakfnd.org)).